

# CASE STUDY | Vienna Museum of Art History: Automatic ticket vendors meet the spirit of the times



Art and modern technology are not a contradiction: This is shown by the automatic ticket vendors in the entry area at the Vienna Museum of Art History and the Treasury. People interested in art quickly buy tickets and annual passes or reserve times for a museum tour. The automatic vendors developed by the Austrian IT service provider Inform are even easy for international visitors to operate by using a touchscreen. Ticket and receipt printing is performed by an integrated printer from Citizen.



More than 1.4 million visitors visited the museum association of the Vienna Museum of Art History last year. Large crowds prevail there, especially for special exhibitions, and queues may form at the cashier counters. As a result, the museums looked for a system to automate ticket sales. “We wanted to give visitors the opportunity to buy tickets on their own – separately from the counter,” explains Peter Gregorc, the Head of IT at the Vienna Museum of Art History.

In April 2013, two out of the total of nine locations – the Vienna Museum of Art History and the Vienna Treasury – introduced the new system. Visitors use a touchscreen at automatic vendors to select the number of tickets. Integrated printers from Citizen then print out the tickets and receipts. The Austrian IT service provider Inform developed the overall concept for the terminals.

“The big advantage is that the vending machine offers a number of languages and presents the procedures with icons. So visitors from any country can easily make their way,” says Gregorc, describing the advantages for visiting art lovers.



Before the automatic vendors were introduced, the museum created a catalogue of requirements containing its criteria for ticket sales. After a thorough investigation of the candidates, automatic vendors from point-of-sales service provider Inform featuring integrated Citizen printers were selected. “We have found Inform to be a very good partner that supports our cashier hardware as well,” says Gregorc, explaining the rationale for the decision.

## Systematic and well-thought-out: the time window for sales

Since the introduction of the automatic vendors in April 2013, the museums have been able to attract tourists with better service and extended selling periods. “Like online stores, the automatic vendors are available before normal operating hours,”

Gregorc emphasises. “Visitors can reserve time windows for special exhibitions in advance and obtain their tickets. This reduces the time spent waiting and is especially customer-friendly.”

The sale of annual passes also runs like clockwork at the automatic ticket vendors. There is no opportunity for typographical errors or misspellings in names since visitors enter their own names. As a result, the automatic vendor spells even complicated names on annual passes correctly.

*“Citizen printers have proven to be very reliable and user-friendly both at the point of sale and in the operation in terminals. This year we have further developed our terminals with Citizen printers. With our new models, we are offering multi-faceted applications in the leisure field and retail.”*

*Peter Schmidt, Inform Managing Director*

>>>

## Ticket selection with a touchscreen.

The operation of the touchscreen is easy and involves four steps. The visitor selects the desired ticket and quantity, pays with a debit or credit card, and then receives a printed admission ticket and receipt.



The automatic vendors use the CL-S400DT receipt printer to print the tickets and the proof of payment. "With a size of just 160 mm, this printer is the smallest of our printers and is intended for space-saving installation in terminals," says Jörk Schüßler, European Marketing Manager at Citizen.

## The upshot for visitors: popular

Visitors' acceptance of the automatic ticket vendors in the museums has been outstanding and has clearly had a positive effect. Self-service is especially busy in the morning because visitors can buy tickets before the museums open. "The sales are better distributed. Two ticket cashiers and two automatic vendors – you realise that there are a lot of sales," Gregorc says with conviction.

The automatic vendors also offer employees relief. They have quickly become accustomed to them. It's easy to replace the receipt rolls. The task is carried out every evening at the close of business. The museums plan to introduce more automatic ticket vendors in the future. After the renovation of the WorldMuseum Vienna, which is now underway, they will bring visitors to the enjoyment of its art more quickly.

## Featuring printer:

### CL-S400DT



For your events - and for the environment

- Front exit
- Variable paper width - 0.8 inches (19.5 mm) – 4.6 inches (118 mm)
- SFast print out - 6 inches per second (150 mm per second)
- P2-colour LCD display enables intuitive operation
- Fast print out - 6 inches per second (150 mm per second)
- Versatile Media Support
- Low space requirement

## About Citizen Systems Europe

With branches in London and Esslingen, Citizen Systems Europe serves the entire EMEA region. The company offers a wide array of printers for industry, retail, health care and mobile applications, especially label, barcode, POS and mobile printers. In each case, the company's products are sold and supported through a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of Citizen Watch Company of Japan. This global group produces world-famous Eco-Drive watches as well as mini-printers, industrial printing systems and machine tools, quartz oscillators, LEDs and other electronic components.

[www.citizen-europe.com](http://www.citizen-europe.com)

For further information contact please

**Citizen Systems Europe GmbH**  
Marketing Department  
Tel.: +49 (0)711/3906-400  
[marketing@citizen-europe.com](mailto:marketing@citizen-europe.com)

## Vienna Museum of Art History

The Vienna Museum of Art History, with the Museum of Ethnology and the Austrian Theatre Museum, forms the largest museum association in Austria and is only comparable to a few partner institutions in the international museum world. In 1891, with the opening of its building on the Vienna Burgring, thousands of works of art were presented under one roof for the first time – today collections in the Neue Burg, the Treasury, the Wagenburg and Schloss Ambras are part of the museum association, along with the Worldmuseum Vienna and the Theatre Museum.

[www.khm.at](http://www.khm.at)

## About Inform

Vienna-based Inform GmbH is a POS IT service provider. Since its founding in 1983, it has specialised in cashier station services. The company produces self-service technologies for letter and package transport companies as well as institutions with a high demand for self-service and has 14,000 self-service cashier systems in use. An extended network of partners makes it possible for the company to provide services to more than 7,000 customers in 11 countries.

Web: [www.Inform.at](http://www.Inform.at) - Tel.: +43 1 258 72 84-0 - E-mail: [office@Inform.at](mailto:office@Inform.at)